



Secondary Market Research
 In the use of existing data that has already been collected. Also known as 'desk research'.
 Can you think of where existing data can be collected?

Secondary Market Research
 Internal data - collected from within the company.
 External data - info from outside of the company.
 Customer data - buying habits, personal information, demographics, loyalty cards, etc.
 Secondary market research reports.

Recap
 Explain the difference between primary and secondary market research and the advantages and disadvantages of both methods.

Advantages
 Information can be accessed easily.
 High research cost and time to collect.
 Available to get good overview of the market.
Disadvantages
 May be outdated.
 Information may not be relevant to your business.
 The data may not be as accurate as primary research.
 The data may not be as up-to-date as primary research.

Advantages
 Can be used to identify gaps in the market.
 Can be used to identify trends in the market.
 Can be used to identify competitors in the market.
Disadvantages
 Expensive to conduct.
 Can be time-consuming.
 Can be difficult to interpret the data.
 Can be difficult to compare data from different sources.

Methods of Primary Research
 Focus groups (group discussions).
 Test marketing - when a small sample of products are released before full release to check the reactions of customers.
 Field trials - where researchers visit a number of shops and houses to check levels of demand. This helps to identify the business to measure demand levels and market share.

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Methods of Primary Research
 Observations - mystery shoppers.
 Direct questioning - through interview, questionnaire.
 Postal surveys.
 Online surveys.
 Mail tests - where a room is booked to conduct the interview.

Examples of quantitative questions:
 Have you heard of the brand Nike?
 How many newspapers have you purchased in the last 7 days?
 How likely are you to purchase this product regularly?

Goal

Market Research
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 Why do businesses gather market research?

Primary Research
 Is conducted by the business itself also known as 'field research'.
 The business collects NEW data.

Quantitative Market Research
 This research is conducted under pre-set questions on a large sample. They answer factual questions and give answers in %.
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 When asking quantitative questions the business has to consider:
 - Sampling, what sample size is the business going to use and the business has to ensure that the results show a reflection of the whole population as the business is only use a small sample.
 - Questionnaire, must be unbiased and meets the research objectives.
 - Results, assessing the validity of the results.

Advantages of market research
 - Helps focus attention on objectives.
 - Aids forecasting, planning and strategic development.
 - May help to reduce risk of new product development.
 - Communicates insights, visions, etc.
 - Helps to understand the market better.

Recap
 Define market research.
 What is the purpose of market research?
 Explain the difference between qualitative and quantitative data and give examples.

Disadvantages of market research
 - Information may be outdated or irrelevant.
 - Results may not be what the business wants to hear.
 - May cause customer and staff friction.
 - Needs a system that can measure success enough to be used.

Market Research
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 Gathers information about customers, distributors, competitors within the firms target market.
 It can help to identify customers buying habits, attitudes, current and future products.
 Market research can be gathered in qualitative or quantitative formats.

The decline of the questionnaire to find out average household income.
 14-16 year olds purchase fizzy drinks in a week.
 The questionnaire must have 10 questions, not more than 20 questions to be used only.



Supermarket Industry
Thecasesolutions.com
 - Size - Sales in 2012 were £163.2bn.
 - Shares - Hypermarkets and superstores £72.3bn in total. Tesco 30.6%, Asda 17.6%, Sainsbury's 16.6%, Morrisons 11.9%, Iceland 2.0%.
 - Dynamics - Sales have been steadily increasing since 2002, from 2007 - 2012 £133.6bn - £153.2bn.
 - Forecast - UK grocery market in 2017 will be worth £192.6bn a 10% increase from 2012.

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 - To identify if there is a gap in the market.
 - To identify if there is a desire for the product and reduce the risk of launching a new product.
 - To gather information about the target market.
 - To identify the market size, market share, dynamics and forecast.

Did you know companies such as Boots and Tesco constantly conduct market research.
 How do they do this?

Market Research and the Marketing Mix
 Can you apply the 4 P's to qualitative and quantitative questions, which might be asked for market research?

Shodh - Market Research for Economy Housing (A)

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Qualitative Market Research
 Qualitative research is where the data collected aims to find out why people have an interest in a product or service and how they feel about it.
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 Qualitative market research can be carried out by group discussion, formal in-depth interviews and questionnaires.
 Example questions:
 - Why do people buy Apple products?
 - What mood makes you want to eat chocolate?

Learning Objectives

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All will be able to explain what is and the purpose of market research.

Even better if we can describe; qualitative and quantitative data, primary and secondary research.

Excellent if we can explain the advantages and disadvantages of primary and secondary research.

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